



The voice element in the contact center is, and will continue to be, a major interaction medium between an organization and its customers. However voice now needs to integrate with other interaction channels in the customer relationship management environment. In spite of the increased use of web-based contact and intelligent IVR, for most organizations, talking to the customer is still an essential element in closing a significant sale and building and maintaining a customer relationship.



How can you find a contact center telephony solution to work seamlessly with your legacy information sources and to provide scope for growth and development in supporting and integrating different contact media?

Altitude Voice

Altitude Voice is a voice management application that provides intelligent handling of inbound and outbound calls, and seamlessly synchronizes relevant data with every call received or generated. Altitude Voice ensures that pertinent customer information, from customer contact history to buying patterns, is available from customer-based and enterprise applications to support service representatives during a customer call. This coherent context enables personalized and effective handling of interactions, which in turn nurtures customer loyalty.

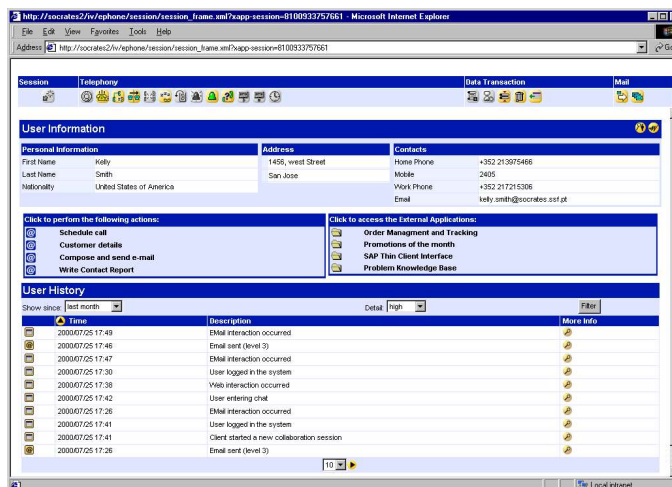


Unified Customer Interaction

Altitude Voice is part of the Altitude uCI 2000 product suite, a software solution for unification, personalization and integration of self-service and assisted interactions. Altitude Voice is one of a series of Touchpoint Managers from Altitude, and it allows you to integrate and manage phone-based communication with all the other customer interaction channels used by your organization. Altitude Voice is based on a thin-client interface and is underpinned by a secure, web-centric platform that supports high volumes of interactions and scales to the peaks and troughs of self-service Internet traffic. This uCI architecture leverages customer and business information from a central uCI repository to optimize the interaction process. It is also designed for straightforward integration with e-commerce, billing and other enterprise applications to enable a true 360° view of the customer.

Improved Productivity

Altitude Voice's core Computer Telephony Integration (CTI) component synchronizes voice with relevant customer data, and presents this customer information via screen-pop to the service representative, together with the inbound or outbound call. The system also ensures that this data remains with the call if it is transferred or conferenced to another representative or supervisor.



Altitude Voice optimizes your service representatives' time by efficiently managing the use of resources in your contact center. It delivers a truly blended contact center operation, resulting in significant productivity improvements. This blended capability operates seamlessly, allowing representatives to switch between inbound and outbound calls quickly and easily as call volumes dictate.

Altitude Assisted Touchpoint Managers benefit from optimization tools including:

uAgent – A unified browser-based agent interface for managing all interactions

uRouter – Consistent routing rules applied to all incoming interaction media

Unified, Intelligent Routing

uRouter, Altitude Software's unified routing capability, enables intelligent and skills-based routing rules to be applied to incoming calls as well as other assisted interactions such as email and web collaboration requests. This ensures that all inbound interactions receive the right level of service from the most appropriate representative in the optimum timeframe, and contact centers are able to offer consistent service levels for the different media their customers use to contact them.

Intelligent Dialing

Altitude Voice automates and adds intelligence to the dialing process. Automatic dialing can bring significant productivity gains to outbound call campaigns by leveraging customer data to determine the best time to make successful contact and by taking real time human resources into account when placing calls.

Altitude's automatic dialer optimizes the probability of successful contact by considering time zones, and placing calls only when a person is likely to answer the phone, a vital facility in 'follow the sun' operations. Dial rules can also be defined and automatically applied. These take account of different telephone numbers for a contact at different times of day. For example, between 9am and 5pm, the dialer might be configured to dial an office number to contact a person, and from 5pm to 9pm, switch to using a home telephone number. Any calls which are not successful (such as no answers or busy signals) may be automatically re-scheduled by the dialer for a later time or date.

Voice Management Components

Altitude Voice also offers optional voice management components for optimizing the interaction process as your needs require:

Intelligent Predictive Dialer

Altitude's Predictive Dialer can be implemented to maximize the time representatives spend on outbound calls, especially when performing outreach to a large volume of contacts in a short period of time. It offers three predictive dialing pacing modes to match the needs of different types of campaign.

On-line, Digital Recording

Altitude's voice recorder is an optional online recording system that digitally records contact center calls and provides a rapid retrieval system. Call recording can be used as a powerful training and performance management tool. It is also an important means of validation for companies accepting financial transactions over the phone; in some cases this may be a legal requirement.

The system can be configured to record calls on demand, to record all calls in a specific campaign, or for spontaneous recording of a particular call at the touch of a button. Each recording is saved as a file that is tagged to ensure fast retrieval and playback.

Monitoring Performance. Managing Results

Altitude's uSupervisor application offers comprehensive monitoring and performance analysis across all elements of a multimedia interaction environment through an easy-to-use interface. uSupervisor delivers comprehensive real time data to supervisors and managers relating to campaigns, service representatives, call and email queues, outbound dialing status and much more. Supervisors can respond to environmental changes with dynamic on-line adjustments such as changing the dial pacing mode of an outbound campaign, or adjusting the minimum skills requirements for incoming calls in order to shorten wait times. It enables organizations to achieve desired service levels and a cost-effective operation in the increasingly complex operational environment of customer interaction.

Satisfied and Loyal Customers

Altitude Voice maximizes the productivity of your contact center by offering comprehensive blended call management, and utilizing full-function CTI capabilities. With Altitude Voice your organization can leverage customer and business information across multiple applications and systems together with information from Altitude's centralized uCI repository. This provides a 360° view of your customer, enabling you to deliver the same level of service across all channels of interaction including phone, email and the web, and offering the customer increasing convenience and choice in the way they contact your enterprise.

Altitude Voice is one of a range of Self-Service and Assisted Interaction Touchpoint Managers provided by the Altitude uCI 2000 software suite.

The Altitude Assisted Service Touchpoint Managers are:

- **Altitude Voice** – CTI-based voice management application for blended contact centers
- **Altitude Collaborator** – Collaborative assistance on the web site, accompanied by telephone or web chat
- **Altitude Email** – Application for filtering, routing and managing email interactions

The Altitude Self-service Touchpoint Managers are:

- **Altitude Web** – Customer self-service web applications
- **Altitude IVR** – Integrated Interactive Voice Response
- **Altitude WAP** – Self-service for the Mobile Internet (Wireless Application Protocol)

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